Message Text

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PAGE 01 MEXICO 00183 080103Z

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ACTION INR-07

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E.O. 11652: N/A TAGS: PINR, MX

SUBJECT: BIOGRAPHICAL DATA: JULIO HIRSCHFELD ALMADA, NEWLY-APPOINTED SECRETARY OF STATE FOR TOURISM

1. HIRSCHFELD RAISED TO CABINET-RANK SECRETARY OF STATE FOR TOURISM JAN. 1, 1975, WHEN FORMER DEPT. OF TOURISM UPGRADED TO SECRETARIAT. HEADED DEPT. SINCE NOV. 6, 1973. HIRSCHFELD BORN FEB. 11, 1917. MEXICO CITY OF MEXICAN PARENTS. WIFE DORA SAENZ DE HIRSCHFELD; FIVE CHILDREN. SECONDARY EDUCATION MEXICO CITY; ENGINEERING DEGREE FROM NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO IN MEXICO CITY: REPORTEDLY LATER STUDY IN U.S. AT TEXAS A&M UNIVERSITY. IN 1938 JOINED FROM H. STEELE Y COMPANIA S.A., EVENTUALLY BECOMING EXECUTIVE VICE PRESIDENT. IN 1964 BOUGHT AND MEXICANIZED PART OF FIRM'S HOLDINGS, AND ALREADY ACTIVE IN OTHER BUSINESS FIRMS, TERMED WEALTHY INDUSTRIALIST, APPOINTED CABINET-RANK DIRECTOR OF AIRPORTS AND AUXILIARY SERVICES BY PRES. ECHEVERRIA NOV. 1970. IN 1971 ACCOMPANIED ECHEVERRIA ON MANY OF HIS PRESIDENTIAL CAMPAIGN TRIPS. FOLLOWING APPARENTLY RANSOM-MOTIVATED KIDNAPPING OF HIRSCHFELD SEPT. 1971 ECHEVERRIA TERMED HIM "EXEMPLARY OFFICIAL AND TOTALLY APOLITICAL".

2. HIRSCHFELD SPEAKS PERFECT ENGLISH AND INDEED MIGHT BE TAKEN FOR AMERICAN. HE HAS PROMINENT AMERICAN FRIENDS, E.G., MR. WILLIAM ALLEN, CHAIRMAN OF BOARD OF BOEING CO.
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PAGE 02 MEXICO 00183 080103Z

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